

Message Text

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TO ALL DIPLOMATIC AND CONSULAR POSTS

UNCLAS STATE 048966

INFORM CONSULS

E.O. 11652: N/A

TAGS: BEXP, XX

SUBJECT:COMMERCIAL PROGRAMS, FOREIGN BUYER PROGRAM (FBP):
SELECTION OF U.S. TRADE SHOWS FOR FY 79

REF: A) STATE A-5757, NOVEMBER 30, 1976, B) STATE 118

(NOTAL)

1. THIS MESSAGE RESPONDS TO INQUIRIES FROM SEVERAL POSTS
REGARDING THE SCHEDULE OF U.S. TRADE SHOWS TO RECEIVE FBP
SUPPORT IN FY 79. FINAL SHOW SELECTION WAS DELAYED
PENDING AN OMB DECISION TO IMPOSE A USER FEE ON SHOW
PRODUCERS/SPONSORS. THE OMB DECISION HAS NOW BEEN MADE TO
CHARGE A THREE THOUSAND DOLLAR FEE TO REPEAT USERS OF THE
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PROGRAM.

2. THE SHOWS LISTED BELOW FALL INTO TWO GROUPS: A) THOSE
SHOWS THAT ARE FIRM AND FOR WHICH FULL PROMOTIONAL
CAMPAIGNS CAN BEGIN; AND B) THOSE SHOWS FOR WHICH A FEE MUST
BE AUTHORIZED BY THE SHOW PRODUCER. WHILE SHOW PRODUCERS/
SPONSORS IN THE LATTER GROUP HAVE INDICATED A STRONG

EXPECTATION OF PAYING THE FEE, OBLIGATION OF FUNDS MUST BE CLEARED WITH SHOW COMMITTEES WHICH NORMALLY MEET TWICE ANNUALLY. THUS ANY EXTENSIVE PROMOTION OF THESE SHOWS SHOULD BE DEFERRED PRIOR TO COMMITMENT OR PAYMENT OF FEE.

POSTS WILL BE NOTIFIED SOONEST WHEN THESE SHOWS ARE FIRM.

3. NOTE: FIVE OF THE SHOWS LISTED FOR OCTOBER/NOVEMBER '78 WERE ANNOUNCED TO POSTS PREVIOUSLY IN REFAIR GIVING PRODUCT DESCRIPTION AND OTHER SHOW DETAILS (I.E. MINING, PUBLIC WORKS, INSTRUMENTATION/AUTOMATION, PACKAGING AND FOOD AND DAIRY). SHOW DETAILS ON ALL SHOWS WILL BE PROVIDED BY AIRGRAM SOONEST. THUMBNAIL DESCRIPTION OF SELECTED SHOWS HAVE BEEN INCLUDED BELOW.

4. ACTION REQUESTED: SHOWS LISTED AS FIRM MAY NOW BE INCLUDED IN POSTS EXPORT PROMOTION PROGRAMS. PLEASE CABLE USDOC, ATTENTION FOREIGN BUYER PROGRAM, REQUIREMENTS FOR MULTILANGUAGE SHOW PROMOTION BROCHURES AND OTHER SHOW LITERATURE DESIRED, I.E. SHOW CATALOGUE AND EXHIBITOR LISTS FROM PREVIOUS SHOW, PRESS RELEASES, ETC. (SHOW PRODUCERS HAVE AGREED TO PROVIDE MULTILANGUAGE BROCHURES TO POSTS SIX MONTHS PRIOR TO SHOW).

5. FOREIGN BUYER PROGRAM SHOWS THAT ARE FIRM:

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1978: A. OCTOBER 4-8, NATIONAL OFFICE PRODUCTS ASSOCIATION (NOPA), MCCORMICK PLACE, CHICAGO (SHOW DESCRIPTION: LARGEST U.S. SHOW OF ALL TYPES OFFICE PRODUCTS AND SERVICES INCLUDING SUPPLIES, MACHINES, FURNITURE, DATA PROCESSING AND CALCULATING, SECURITY AND CONTROL SYSTEMS, INFORMATION STORAGE AND RETRIEVAL, ETC., WITH SOME ONE HUNDRED AND FIFTY DIFFERENT PRODUCT CATEGORIES DISPLAYED BY FOUR HUNDRED AND FIFTY EXHIBITING FIRMS. TWO DAYS OF BUSINESS SESSIONS AND WORKSHOPS ARE AIMED AT MORE EFFICIENT OFFICE SYSTEMS, PRODUCTS, DEALERSHIPS AND DISTRIBUTION).

B. OCTOBER 9-12, INTERNATIONAL MINING SHOW (AMERICAN MINING CONGRESS), CONVENTION CENTER, LAS VEGAS, NEVADA, (SEE REFAIR).

C. OCTOBER 14-19, INTERNATIONAL PUBLIC WORKS CONGRESS AND EQUIPMENT, MUNICIPAL AUDITORIUM, BOSTON (SEE REFAIR).

D. OCTOBER 15-19, INSTRUMENTATION/AUTOMATION CONFERENCE AND EXHIBITION, CIVIC CENTER, PHILADELPHIA (SEE REFAIR).

E. OCTOBER 16-19, GRAPH-EXPO, COLISEUM, NEW YORK CITY;
(SPONSORS-NATIONAL ASSOCIATION OF PRINTERS AND
LITHOGRAPHERS AND THE PRINTING INDUSTRIES OF AMERICA
ASSOCIATION; 400 EXHIBITORS DISPLAYING ALL TYPES OF
EQUIPMENT, SUPPLIES AND SERVICES FOR THE GRAPHIC ARTS

INDUSTRY, INCLUDING WEB-TOPO-LITHO-FLEXO, ROLLFED, ETC.
GRAPHIC PRESSES; METAL CASTING, PHOTOGRAPHIC AND
COMPUTERIZED TYPESETTING; ALL TYPES GRAPHIC ARTS CAMERAS;
BOOK BINDING AND FINISHING; AND MANY OTHERS).

F. OCTOBER 30 - NOVEMBER 3, NATIONAL PACKAGING WEEK EXPO
AND ASSEMBLY, MCCORMICK PLACE, CHICAGO (SEE REFAIR).

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G. NOVEMBER 5-9, FOOD AND DAIRY EXPOSITION '78,
CONVENTION CENTER, ANAHEIM, CALIFORNIA (SEE REFAIR).

1979: H. JANUARY 6-10, INTERNATIONAL WESTERN APPAREL
AND EQUIPMENT MARKET, MERCHANDISE MART, DENVER, COLORADO
(400 EXHIBITORS DISPLAYING 1,200 PRODUCT LINES OF WESTERN
APPAREL (COWBOY), BOOTS, HATS, HORSE AND RIDING
EQUIPMENT (WESTERN AND ENGLISH), NATIVE AMERICAN (INDIAN)
ARTS, CRAFTS, JEWELRY, ETC., WORLD'S LARGEST MARKET FOR
THESE PRODUCT LINES).

I. APRIL 1-6, 1979 IEEE/PES TRANSMISSION AND
DISTRIBUTION CONFERENCE AND EXPO, WORLD CONGRESS CENTER,
ATLANTA, GEORGIA (THIS SHOW, JOINTLY SPONSORED BY
INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS AND
POWER ENGINEERING SOCIETY; HAS BEEN RECENTLY BROADENED TO
INCLUDE ALL ELEMENTS OF INTEGRATED ELECTRICAL OVERHEAD AND
UNDERGROUND SYSTEMS, LINES AND ACCESSORIES, SUBSTATIONS,
SWITCHGEARS, TRANSFORMERS, SURGE PROTECTIVE DEVICES AND
ALL ASPECTS OF POWER SYSTEMS ENGINEERING; TECHNICAL
SESSIONS WILL DEAL WITH RESEARCH, DEVELOPMENT, DESIGN,
ENGINEERING, SYSTEMS PLANNING AND COST ANALYSIS OF
ELECTRICAL SYSTEMS AND COMPONENTS).

J. JUNE 18-22, NATIONAL PLASTICS EXPO, MCCORMICK PLACE,
CHICAGO (SHOW DESCRIPTION: SPONSORED BY THE SOCIETY FOR
PLASTICS INDUSTRY, THE SHOW IS HELD EVERY 3 YEARS AND THE
LARGEST PLASTICS SHOW IN U.S. WITH OVER 500 EXHIBITORS.
PRODUCTS COVER THE ENTIRE RANGE OF RESINS, MACHINERY,
EQUIPMENT, PROCESSING TECHNOLOGY, QUALITY CONTROL, AND
SERVICES; FEATURING NEW DEVELOPMENTS IN DESIGN,
FABRICATION AND PRODUCTION. FOUR DAYS OF TECHNICAL
SESSIONS INCLUDE OVER 75 SEMINARS AND WORKSHOPS FOR
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PLASTICS MANUFACTURERS, MANAGEMENT, TECHNICIANS,
MARKETING AND END-USERS).

K. OCTOBER 24-27, FISH EXPO, COLISEUM, SEATTLE,
WASHINGTON (OVER 300 EXHIBITORS OF THE LATEST EQUIPMENT
AND SUPPLIES FOR HARVESTING AND PROCESSING OF SEA FOODS
INCLUDING FISHING BOATS; AUXILIARY AND PROPULSION ENGINES;
ELECTRONIC EQUIPMENT FOR COMMUNICATIONS, NAVIGATION, AND

FISH FINDING; PROCESSING, PACKAGING AND MANY OTHER ITEMS
FROM DECK GEAR AND COMPONENTS TO SAFETY AND SURVIVAL
EQUIPMENT; TECHNICAL SESSIONS WILL INCLUDE A FULL RANGE
OF RESEARCH, DEVELOPMENT, AQUICULTURE, PROCESSING AND
MARKETING).

L. NOVEMBER 3-6, AMERICAN MEAT INSTITUTE CONVENTION
AND EXPO, MCCORMICK PLACE, CHICAGO (LARGEST U.S.
EXHIBITION OF MEAT INDUSTRY MACHINERY, SUPPLIES AND
SERVICES; INCLUDING SOME 300 EXHIBITS FOR MEAT PACKER
PROCESSORS, FOOD RETAILERS AND SERVICE ORGANIZATIONS; AND
MANY NEW IDEAS FOR THE MEAT INDUSTRY WORLDWIDE; 3 DAYS
OF TECHNICAL SESSIONS COVER TOPICS OF INTERNATIONAL
INTEREST INCLUDING MEAT INDUSTRY ECONOMICS, GOVERNMENT
RELATIONS, ENERGY, PROCESSED MEATS, ETC.).

6. TENTATIVE SHOWS STILL UNDER NEGOTIATION:

A. JANUARY 10-15, NAVA '79, NATIONAL AUDIO-VISUAL SHOW,
RIVERGATE, NEW ORLEANS, LOUISIANA.

B. JANUARY 15-18, 1979 NATIONAL HOUSEWARES (NHMA)
EXPOSITION, MCCORMICK PLACE, CHICAGO.

C. FEBRUARY 8-11, 1979, NATIONAL SPORTING GOODS
ASSOCIATION (NSGA) SHOW, (50TH ANNIVERSARY) MCCORMICK
PLACE, CHICAGO.

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D. FEBRUARY 25 - MARCH 2, INTELCOM '79 (WORLD
TELECOMMUNICATIONS), CONVENTION CENTER, DALLAS, TEXAS
(SEE REFAIR).

E. JUNE 4-7, NATIONAL COMPUTER CONFERENCE (NCC '79) AND
SHOW, COLISEUM, NEW

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